

January Sales Update – Time to Get Pumped Up:

Setting the Stage for Sales Success

Neither rain, nor sleet, nor snow stops the Post Office from delivering the mail... but it sure cut down on floor traffic at dealerships in January. Industry-wide, sales were down, with our sales totaling 21,452 units.

"This is a challenging sales environment and the industry overall is struggling," said Dave Zuchowski, Hyundai Motor America's Vice President of National Sales. "We are hopeful that the government's proposed fiscal stimulus package and our new incentives will get us back on track in February."

Better days are ahead! In February and March, there's a lot to be excited about – new HMA incentive programs (see www.hyundaidealer.com for more info.), as well as new HMFC programs, and hopefully, the weather will cooperate, too.

Big News Breaking at Chicago Auto Show

Check out what's on display this week in Chicago:

- Debut of the new **2009 Sonata**
- Presenting of the production version of the **Genesis** sedan that was introduced in Detroit
- All-new production version of the **Elantra Touring** that's coming this fall and the hit of the SEMA show: **Elantra Touring Beach Cruiser**
- **I-Blue** experimental fuel cell vehicle

Find more information at www.hyundaiusa.com, www.hyundainews.com & www.chicagoautoshow.com; and more news is coming for the New York Auto Show.

Super Bowl Ads Preview Genesis

- **107.5 million viewers** watched the game when the two Genesis spots aired!
- To watch the ads, go to www.hyundaigenesis.com; the ads and discussions are also on www.edmunds.com, www.carspace.com and www.autoobserver.com.

New HMA & HMFC Incentives & Programs:

More Ways to Attract Added Customers

To help boost sales, HMA has announced incentive programs for February *and* March, while HMFC has announced the following offers for February '08:

- **\$299 for 24 mo. w/\$2,499 drive off** lease for an '08 Veracruz GLS FWD (model A0422)
- **\$279 for 24 mo. w/\$2,499 drive off** lease for an '08 Santa Fe GLS FWD (model 62422)

Continued in the next column...



#1 Hyundai Dealer on the Planet is Planet!

It's an honor to be the #1 selling Hyundai dealer in the world – and for 2007, by selling 4,686 vehicles, that honor goes to Planet Hyundai in Las Vegas, Nevada! Left to right: Moe Fahmy, General Manager; John Staluppi, Jr., Dealer Principal, and Sam Brnovich, HMA Western Region GM. Congratulations!

HMFC Programs continued...

2008 Model Year Low APR Program:

- '08 Sonata has a Low APR of 0% up to 60 months for Tier 1 customers – Nationwide
- '08 Elantra has a Low APR of 1.9% up to 48 months for Tier 1 customers – Nationwide
- '08 Santa Fe has a Low APR of 2.9% up to 48 for Tier 1 customers – Nationwide
- '08 Azera has a Low APR of 1.9% up to 48 for Tier 1 customers for the Southern Region only

2007 Model Year Low APR Program:

- '07 Santa Fe, '07 Tucson, and '07 Azera have a Low APR of 0% up to 48 for Tier 1 customers – Nationwide
- '07 Veracruz has a Low APR of 0% up to 60 months for Tier 1 customers in the Eastern Region only.
- '07 Veracruz has a Low APR of 2.9% up to 48 months for Tier 1 customers – Nationwide ex. Eastern Region

Customer Choice Program

- '07 Sonata has a rebate of \$2,500 **OR** Low APR of 0% up to 36 months for Tier 1 customers.

HMFC January '08 highlights:

- HMFC booked 8,850 new contracts and achieved a 40.3% penetration of HMA sales.
- HMFC booked 219 leases, which was 1.0% of HMA sales and 2.4% of HMFC's new volume.
- Eastern Region booked the most new contracts: 2,502; Central Region had the highest penetration of 52.3%

HMFC appreciates all of the support from our dealers for the month of January!

Hyundai Receives Accolades on TV:

Veracruz: "One of the Best Family Cars"

One of the most popular morning shows is the "Today Show" on NBC. Last month, the Veracruz was one of only five vehicles featured on a segment titled, "**Best Family Cars in America.**" During the show, Diane Debrovner, senior editor of *Parenting Magazine*, walked "Today Show" co-host Meredith Viera around the vehicles ranked as the top family cars in their respective segments, with the Veracruz featured as the best SUV. She noted that the Veracruz has "a lot of features for your money." A related story on the Veracruz will appear in the March issue of *Parenting Magazine*.

Sales Quiz:

Do you know CPO? How about HPP?

CPO and HPP are six letters that can mean extra value to your customer & extra profits for you and your dealership:

- **HPP = Hyundai Protection Plan** provides peace of mind for your customers with numerous options in terms and coverage. Available benefits include towing, rental car, and travel breakdown coverage.
- **CPO = Certified Pre Owned** coverage for the finest of previously driven Hyundai vehicles. This option provides another avenue for customers looking for a late model Hyundai complete with warranty protection. Many of the features and benefits are similar to **HPP** programs.
- Additional products include: Prepaid Maintenance and Road Hazard Tire and Wheel protection

Ask your District Manager for more information.

Dealer-Installed Parts and Accessories:

Meeting Your Customers' Needs

Here are the latest programs from Parts and Accessories:

- **Hyundai Print On Demand (POD)** – allows you to customize your direct marketing accessories to specify your pricing and dealer name helping increase sales and profits. The Print on Demand URL can be accessed through HyundaiDealer.com on the Parts page (look for the "Parts Print on Demand" thumbnail).
- **Garmin Nuvi 360** – there are only a few Garmin Nuvi 360s left in HMA's inventory. Order while they are still available to take advantage of our quantity discount program. **Offer valid only while supplies last!**
- **Auxiliary Jack for Veracruz** – accepts standard audio mini plug input to play your customers' portable audio devices through the vehicle's sound system.
- **Veracruz All Weather Mats** – available mid-February; check with your Parts Manager for availability.

Sales Training News:

'07 STAR Rewards, '08 STAR Test News

2007 STAR Level Achievement and Longevity Awards are being produced and ordered during February. Awards will arrive for processing, packaging, shipping and handling in March and will arrive at your dealership the first of April. A list of award winners can be found on www.hyundaidealer.com Sales Training Online / Headlines / STAR Recognition Awards.

The **2008 STAR Test** will go live on February 25. Current STAR Certified salespeople will have to complete their 2008 STAR Certification by April 14th to continue to receive STAR payments.

- **Sales Training Online** has all of the updated '08 and '09 product information, including the '08 Pocket Guide. Printed Pocket Guides have been shipped to your Parts Dept, attn. Sales Manager (25/box).

Top 5 Dealerships for January:

CENTRAL REGION

IL063	Family Hyundai	Tinley Park, IL	77
OH001	Superior Hyundai North	Fairfield, OH	60
OH018	Columbia Hyundai	Cincinnati, OH	52
IL061	Rosen Hyundai	Algonquin, IL	49
IL042	Gartner Hyundai	Aurora, IL	48

CALIFORNIA REGION

CA232	Hyundai of Roseville	Roseville, CA	83
CA020	Frank Motors Hyundai	National City, CA	53
CA182	L.A. City Hyundai	Los Angeles, CA	48
CA267	Douglas Hyundai Santa Ana	Santa Ana, CA	38
CA076	Lamar Hyundai	Cerritos, CA	37

SOUTHERN REGION

FL108	Hyundai of New Port Richey	New Port Richey, FL	207
MD028	Antwerpen Hyundai	Baltimore, MD	92
VA006	Fairfax Hyundai	Fairfax, VA	90
FL122	Coconut Creek Hyundai	Coconut Creek, FL	79
FL088	O'Brien Hyundai	Fort Myers, FL	77

EASTERN REGION

NY075	Atlantic Hyundai	West Islip, NY	205
NJ029	Brad Benson Hyundai	South Brunswick, NJ	83
NY086	Fuccillo of Syracuse	Syracuse, NY	83
NJ032	Lester Glenn Hyundai	Toms River, NJ	78
NY081	Millennium Hyundai	Hempstead, NY	71

SOUTH CENTRAL REGION

TX100	Hyundai of El Paso	El Paso, TX	94
TX040	Huffines Hyundai	Plano, TX	83
OK018	Edmond Hyundai	Edmond, OK	63
OK015	Automax Hyundai	Del City, OK	55
TX068	Allen Samuels Hyundai	Fort Worth, TX	53

WESTERN REGION

NV015	Planet Hyundai	Las Vegas, NV	281
NV022	United Hyundai	Las Vegas, NV	129
NV020	Henderson Superstore	Henderson, NV	80
AZ029	North Scottsdale Hyundai	Scottsdale, AZ	77
CO034	Arapahoe Hyundai	Centennial, CO	71

Top 5 Sales Managers for January:

CENTRAL REGION

Glen King	Suntrup Hyundai	44
David Clikeman	Arrow Hyundai	43
Brent Straub	Auffenberg Hyundai	42
Sherif Girgis	Gartner Hyundai	42
Jeffrey Kunz	Green Hyundai	42

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Top 5 Sales Managers for January – continued:

CALIFORNIA REGION

Christopher Shaffer	Hyundai Of Roseville	37
David Rosas	Lamar Hyundai	36
Antonio Luna	Frank Motors Hyundai	28
Brian Shaffer	Hyundai Of Roseville	28
Kip Siegel	Doten Automotive Hyundai	27

SOUTHERN REGION

A Appleby	Coconut Creek Hyundai	80
Ismail Whea	Brown's Manassas Hyundai	72
Michael Mckinnon	Courtesy Hyundai	67
Andy Kim	Alexandria Hyundai	66
Anthony Pappas	Coastal Hyundai	62

EASTERN REGION

Daniel Toomey	Atlantic Hyundai	208
David Cantin	Brad Benson Hyundai	88
Thomas Coppola	Millennium Hyundai	74
Jean Turgeon	Autofair Hyundai	66
Scott Reback	Hyundai Of Valley Stream	65

SOUTH CENTRAL REGION

Phillip Wartley	Edmond Hyundai	62
Tony Reynolds	Automax Hyundai	58
Roosevelt May	Huffines Hyundai	55
Peter Cafferata	Allen Samuels Hyundai	54
Kolby Wahl	Best Hyundai	50

WESTERN REGION

Mohamed Hussein	Planet Hyundai	290
Aslam Dulara	North Scottsdale Hyundai	77
Frank Maione	Henderson Superstore	74
David Zinsmeister	Arapahoe Hyundai	52
Troy Matthews	United Hyundai	50

Top 5 Sales Associates for January:

CENTRAL REGION

Harold Gildehaus	Auffenberg Hyundai	24
Jon Muehl	Rosen Hyundai	19
Shane Anthony	Lujack Hyundai	17
Heath Goodrich	Dave Mungenast North Cnty	17
Bernard Sakakini	Glassman Hyundai	17

CALIFORNIA REGION

Christian Alvarez	North County Hyundai	25
Min Ki Choi	L.A. City Hyundai	24
Steven Cooke	Douglas Hyundai Santa Ana	23
Youngmin Yang	L.A. City Hyundai	23
Kevin Kuang	Cammisa Motorcars Hyundai	22

SOUTHERN REGION

Claudio Alvarado	William Lehman Hyundai	27
Carl Gregg II	Jenkins Hyundai Of Bradenton	23
Carolyn Davis	Jenkins Hyundai	23
Oscar Benavides	Carolina Hyundai Of Lake Norma	
Maurice Mitchell Jr	Antwerpen Hyundai	19

EASTERN REGION

Michael Brumberg	Advantage Hyundai	29
Dino Abragao	Maxon Hyundai	25
Matthew Feldman	Hyundai City	23
Daniel Ingardi	Plaza Hyundai	22
Victor Carver	Atlantic Hyundai	21

SOUTH CENTRAL REGION

Adrian Hooks	Frank Smith Hyundai	21
Amparo Whitis	Automax Hyundai	21
Calvin Simon	Best Hyundai	19
Jorge Narvaez	Best Hyundai	19
Michael Laughlin	Gene Messer Hyundai	19

HMFC: January 2008 Dealership Top Bookings

	Dealership	Bookings
1	Planet Hyundai (NV015)	160
2	Atlantic Hyundai (NY075)	109
3	Fuccillo Hyundai of Syracuse (NY086)	100
4	Hyundai of New Port Richey (FL108)	100
5	Antwerpen Hyundai (MD028)	85

Auto Show Dates:

Philadelphia International Auto Show	Philadelphia, PA	Feb. 2 – 10
Motor Trend International Baltimore	Baltimore, MD	Feb. 7 – 10
Chicago International Auto Show	Chicago, IL	Feb. 8 – 17
Cincinnati Auto Show	Cincinnati, OH	Feb. 21 – 24
Cleveland Int'l Auto Show	Cleveland, OH	Feb 23 – Mar 2
Greater Milwaukee Auto Show	Milwaukee, WI	Feb 23 – Mar 2
Kansas City Int'l Auto Show	Kansas City, MO	Mar. 6 – 9

February / March Auction Dates:

Manheim's Arena Auto Auction	Bolingbrook, IL	Feb. 12
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	Feb. 12
ADESA Golden Gate Auto Auction	Hayward, CA	Feb. 12
Columbus Fair	Columbus, OH	Feb. 13
Greensboro Auto Auction	Greensboro, NC	Feb. 13
Manheim's South Seattle Auto Auction	Kent, CA	Feb. 13
Manheim's Texas Hobby	Houston, TX	Feb. 14
Manheim Southern CA	Fontana, CA	Feb. 14
Manheim Auto Auction	Manheim, PA	Feb. 15
Adesa Kansas City Auto Auction	Lee's Summit, MO	Feb. 19
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	Feb. 19
ADESA Golden Gate Auto Auction	Hayward, CA	Feb. 19
Manheim's Dallas Auto Auction	Dallas, TX	Feb. 20
Southern Auto Auction	E. Windsor, CT	Feb. 20
Adesa Phoenix Auto Auction	Chandler, AZ	Feb. 20
Adesa Colorado Springs Auto Auction	Fountain, CO	Feb. 21
Manheim Southern Calif.	Fontana, CA	Feb. 21
Manheim's Greater Nevada Auto Auction	Las Vegas, NV	Feb. 22
Manheim's Arena Auto Auction	Bolingbrook, IL	Feb. 26
Manheim's Florida Auto Auction of Orlando	Ocoee, FL	Feb. 26
Columbus Fair	Columbus, OH	Feb. 27
Greensboro Auto Auction	Greensboro, NC	Feb. 27
Manheim's South Seattle Auto Auction	Kent, CA	Feb. 27
Manheim's Texas Hobby	Houston, TX	Feb. 28
Manheim Auto Auction	Manheim, PA	Feb. 29
ABC Minneapolis Auto Auction	Dayton, MN	Mar. 04
Adesa Kansas City Auto Auction	Lee's Summit, MO	Mar. 04
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	Mar. 04
Manheim's South Seattle Auto Auction	Kent, CA	Mar. 05
Manheim's Dallas Auto Auction	Dallas, TX	Mar. 05
Southern Auto Auction	E. Windsor, CT	Mar. 05
Manheim's Greater Nevada Auto Auction	Las Vegas, NV	Mar. 06
Adesa Colorado Springs Auto Auction	Fountain, CO	Mar. 06
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	Mar. 06

WESTERN REGION

Anthony Fisher	Planet Hyundai	28
Yun Kyung Kim	Car Pros Hyundai	20
Julio Flores	United Hyundai	19
Michael White	North Scottsdale Hyundai	18
John Lloyd	Power Hyundai Scottsdale	18